

SEPTEMBER 2004 CEEIN MINUTES
California Environmental Education Interagency Network (CEEIN)



Date: September 16, 2004
Time: 9:30 a.m. to 11:30 a.m.
Location: Cal/EPA Building, Room 2540
Lead: Joanne Vorhies
Note taker: Nicole Fitch
Timekeeper: Zori Lozano-Friedrich
Facilitator: Zori Lozano-Friedrich

Attendees:

Bill Andrews, CA Dept. of Education
Phaedra Bota, Dept. of Boatings & Waterways
Nicole Fitch, CA Integrated Waste Management Board
Julie Fisher, Dept. of Food & Agriculture
Susan Knadle, Office of Environmental Health Hazard Assessment
Lisa Kunz, Dept. of Toxic Substances Control
Zori Lozano-Friedrich, State Water Resources Control Board
Donna Pozzi, CA State Parks
Tom Mays, State Water Resources Control Board
Laurie Monserrat, Office of Environmental Health Hazard Assessment
Sandra Salazar-Thompson, State Water Resources Control Board
Janice Sindoni, The Walt Disney Company
Kathleen Strickley, Dept. of Conservation
Carolyn Tucker, Dept. of Water Resources
Joanne Vorhies, CA Integrated Waste Management Board
Bobbie Winn, Dept. of Fish & Game
Ed Wong, Air Resources Board

<i>Agenda Item</i>		<i>Lead</i>	<i>Minutes</i>
1.	<u>Check – in and Catch -up</u> <ul style="list-style-type: none"> Welcome & Introductions Review Agenda Approve Minutes Update Outstanding Action Items Distribute “What’s New in Your World” 	Joanne Vorhies Zori Lozano-Friedrich	<ul style="list-style-type: none"> Distributed Sign-In Sheet Agenda reflects decisions last month; WNIYW – limit to 20 minutes, majority of the news should go in written version; committee reports will run close to an hour. Making one change to minutes –not reviewing Environmentality definition today, waiting for revised definition and strategic plan. Only action item pending is brochure. Committees need to write their definition, will be reviewed by group when completed. Did not bring hard copies of WNIYW for everyone in an effort to reduce waste and paper use.

2.	<u>What's New In Your World</u>	All	<p>1. Susan Knadle - Doing workshop with Ed for California Science Teachers</p> <p>2. Tom Mays – returned to CEEIN because the “Erase the Waste” campaign is continuing, working on activity tied to curriculum: campus water runoff activity, exploring training options. Would like to look in to distance learning. Would like more information from members on benefits v. standard workshop. Considering CD-ROM handout and distance workshop, then follow-up activities. Also, would like to rejoin Communications Committee.</p> <p>3. Ed Wong – Doing a one-hour workshop, helping out with teacher workshop in Monterey. Also doing return presentation on CAL/EPA at De Anza college for their Distance Learning classes in November. Jerry Lieberman’s EIC model is very good, making request to agencies that if you have anything related to air pollution, air quality, please send any lessons or materials. Hands on materials appreciated. Need everything within a month.</p> <p>4. Kathleen Strickley –RecyCool club brochure – artwork done by school, also newsletter that announces recycling challenge. The deadline is Nov. 30th. Will add CEEIN members to mailing list for the newsletter.</p> <p>5. Phaedra – Artwork on safe and wise water practice is coming from students, info on website: votesmarter.com. Environmental Scientist position available in her office.</p> <p>6. Carolyn Tucker – office renamed: Public Affairs office. Jamie Cameron-Harley and I are getting ready for California Indian Days; Water Education Committee meeting Oct. 13 and 14th. Giving tour of Delta, having meeting at Clarion, Jerry Lieberman speaking about AB1548, also working on Delta Bookmarks with CalFed that correspond to book covers, available on website.</p> <p>7. Bill Andrews– Presenting at De Anza in early November for Distance Learning.</p>
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3.	<p><u>Committee Reports & Discussion</u></p> <p>Administration & Organization</p> <ul style="list-style-type: none"> • Nothing to Report <p>Communications & Outreach</p> <ul style="list-style-type: none"> • CSTA Sign-Up Sheet • Brochure Update <p>Diversity</p> <ul style="list-style-type: none"> • Nothing to Report <p>Leadership & Legislation</p> <ul style="list-style-type: none"> • Nothing to Report (?) <p>Environmentality</p> <ul style="list-style-type: none"> • Committee Definition • JCEC Update 	Carolyn Tucker	<p>Administration & Organization</p> <ul style="list-style-type: none"> • Nothing to Report <p>Communications and Outreach</p> <ul style="list-style-type: none"> • Annie sent out electronic matrix layout for CEEIN brochure; have not heard back from State Water Resources Control Board. • CSTA sign-up sheet passed around. • Kay asks members to help at CSTA booth if you can. Part of exhibit is missing; quail and photos. Need to check with Kay's warehouse. Kay and Kathleen will make procedures instruction sheet for setup and breakdown of booth. • Kay is the contact if you need instructions. CEEIN Booth is next door to JCEC Booth. • Brochure Update • Everyone was asked for input on matrix; talked about revising layout to make it user-friendlier for teachers. Passed out draft. Matrix tries to match products with departments. Members asked for input before taken to graphic artist. • Copy passed around for review; members asked to make edits on sheet. Also, graphic artist wants to make this resemble a poster on front, and also letter of introduction to inform what the State of California has to offer environmental education teachers. • Will get a PDF of artwork and send to members. Also will do a written description of what they had in mind and will get thumbnail sketch for next meeting. • Group generally approved of the matrix. Committee will send another email with attachments to the group. • Lisa Kunz suggested: Department descriptions maybe rewritten into topical information as opposed to mission statements to better serve teachers. Descriptions can describe offerings, making it more valuable to teachers. Will take back to Communications Committee. • Per Ed Wong's question, the matrix and brochure should be geared toward teachers and students. • Matrix set up to prevent duplication. Also thinks topics in descriptions would be helpful. It was decided we would come up with a sample and send it to everyone, then take it to the committee meeting.
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		Janice Sindoni	<p>Diversity</p> <ul style="list-style-type: none"> • Nothing to report <p>Leadership and Legislation</p> <ul style="list-style-type: none"> • Nothing to report <p>Environmentality</p> <ul style="list-style-type: none"> • Committee met twice about strategic plan and elevating key strategic issues. They are discussing the type of support needed from CEEIN Members. • Looking at mission statement for JCEC program and strategic goals. • Also working on improving marketing. Increasing participation in project, pledges for support, etc. Trying to hone in on what to accomplish. • Also working on evaluation/assessment of program. The key issue is coming up with measurements of success – how will they know if they are successful? Trying to stay enthusiastic while being realistic.
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	<p><u>New Business</u> <u>CDE Update</u> AB 1330 EE Compendium SEE Program CREEC Network Website</p>	<p>Bill Andrews</p>	<p>CDE Update –Bill Andrews AB 1330</p> <ul style="list-style-type: none"> • Legislation approved by Gov. last Oct. Asked that Sierra Club fund state agency to contract for evaluation of outdoor science school, no formal evaluations yet. • AIR Board will be conducting study. Their model is to have a few classes at different schools to give pre and post tests to students who attend. • Developed science test, legal reviews of participation, sierra club have 2 contracts w/ CDE, CDE has 1 with AIR. Will study content knowledge gained, as well as attitude. Study completed this fall. <p>EE Compendium</p> <ul style="list-style-type: none"> • CIWMB gave \$4,999 contract to help with EE. • Combining funding to send \$6,000 to ACORN (Jenny Rigby). • Talking about doing virtual electronic scoring from around US focusing on air quality and energy. • Jenny has already collected 100 curricula, has trained teachers to do evaluations. Money will be used to form electronic scoring tool instead of training teachers, able to do remote training and not have to pay to have teachers come to sac. Save about \$8,000. • Ed Wong: original quote was \$8,000; they reduced cost to \$6,999. Still need money to have teachers do evaluation. Still going to ask Energy Commission for financial support. • Carolyn Tucker: Has new curriculum to water district in So Cal, did water and energy conservation curriculum in middle schools. Curriculum is tied to standards. NO money for dissemination or printing. • Susan Knadle: Dust in the classroom is particulate matter emitted from power plants, farmers, autos, etc. Chemicals in soil tracked into classroom, easily go into lungs. Energy is a source of these problems. The main issues are that children are vulnerable, kids go in and out more than us, and janitors are being cut instead of programs. <p>SEE Program</p> <ul style="list-style-type: none"> • Extended to December 1, 2004. • Energy Labs teach energy use and efficiency. Three carts, taken into 140 classrooms. SEE limited to 11 counties in central valley. • Joanne Vorhies: Waste Board took on program last January, about \$2 million in contracts since then. Also, Kay Antunez, working with Indian education centers. <p>CREEC Network Website</p> <ul style="list-style-type: none"> • At CREEC website, new format by Kern COE. Still some glitches on links, working on getting bugs out. Hope to put out new information, including EE news info.
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	<p><u>Video: Distance Learning with CA State Parks</u></p>	<p>Donna Pozzi</p>	<p>Video – Distance Learning</p> <ul style="list-style-type: none"> • Distance learning provides endless opportunities to teachers. • Equipment for project has been donated, given by grants; some universities are partners. • State spent millions to connect COEs in CA, some schools are connected, and some aren't. In time, all schools will be connected. • Parks helps provide content, also with wiring and setup. • Goal is to have distance learning in classroom, as opposed to learning centers. • Able to spend money on teleconference equipment instead of paying for travel. • Partnership opportunities available. IT department cannot house the amount of bandwidth eaten up by distance learning online. • Possibilities with other programs of members. Over time, there will be things on website available for download anytime.
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	<p><u>Meeting Wrap-Up</u></p> <ul style="list-style-type: none"> • Clarify Action Items • Pending Items/Parking Lot • Develop October Meeting Agenda Jill Buck – Go Green Initiative • Evaluate Meeting 	Zori	<ul style="list-style-type: none"> • Kathleen will add CEEIN members to her mailing list for the recycle newsletter. • If you have materials re: air quality, air pollution (lessons plans, activities) related to your programs send along to Ed within the next month. • Kathleen will work with Kay to develop some quick notes for set up and break down for the exhibit booth. • Tom will work with Sandra to get Carolyn some feedback on the matrix (related to the brochure). • Carolyn will send pdf of the brochure artwork to the members. • Regarding the brochure.... the Communications committee will develop a sample description that describes a department's mission and topics that the dept can assist teachers with and will bring back to the group for comment. <p>October Agenda:</p> <ul style="list-style-type: none"> • Phaedra doing PSAs. • Jill Buck – Go Green Initiative to present (20-30 minutes) • Update on East Program by Andrea • JCEC – strategic plan • Tom to talk about erase the waste campaign at some point.(approx. 20 minutes) <p>Meeting evaluations handed out.</p>
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- Start and end meetings on time; stay on track on agenda.
- Listen and treat others' opinions with respect.
- Keep commitments to agreements and assignments (i.e., follow-up, time frames, due dates, etc.).
- Make participation in the meeting your priority; keep cell phones on vibrate and only accept emergency calls (outside the meeting room).
- A quorum of 11 CEEIN Members is needed to hold a meeting.
- For major decisions, if consensus can't be reached, the issue will be put to a vote of the CEEIN members present at the following meeting.
- Make a conscious effort to conduct the meeting in an environmentally friendly manner.

- Overall rating: **4.6** (based on a scale of 1 to 5, 5 being high)
- Comments:

What went well

- Good meeting, the more limited WNIYW worked well. Nice to not feel rushed and have some substantive discussion re: environmental education.
- It was nice to get back to WNIYW and videos so we can think about possibilities to partner and get excited about environmental education.
- Very productive and well organized. Members remained focused and stayed within agenda time limits.
- We finished early! Again, wonderful structure
- Today was great. We almost started on time, people were focused, the information shared was relevant, and this was the best CEEIN meeting I've attended in a long time. And we finished early!
- Great meeting – efficient and focused. (Finally) attended one with direct discussion of environmental education!
- Great condensed sharing of WNIYW. Excellent preview of PORTS program (Parks). Flow of meeting was good and accomplished goals.
- Very good meeting – very organized!
- Good film!
- Enjoyed dialogue in WNIYW.
- I like having the quick WNIYW.

What can be improved

- WNIYW still seems to over things that are easily presented in writing.

General

- Does the group know that ending early is an option? Just because we have time doesn't mean we need to fill it.

CEEIN September 2004

What's New in Your World?

Meeting Date: September 16, 2004 Phone: 916-341-5263
Contact Person: Tom Mays
Agency: SWRCB
Address: 1001 I Street, Sacramento, CA 95812

Erase the Waste Education-Outreach Campaign: This summer, the State Water Board campaign featured a second wave of advertising on major print, radio and television media outlets to help drive home campaign messages designed to stop or alleviate pollution. A major press event was held June 5 to showcase our efforts, and was centered around three community cleanup efforts in the heart of Los Angeles. The publicity effort was punctuated by 21 radio, television and print interviews conducted with State Water Board members. To date, the campaign messaging has reached approximately 20 million LA area residents.

At the center of the advertising effort were a media and community relations push to promote community action. A comprehensive neighborhood action kit was developed to encourage communities to conduct local cleanup campaigns, thereby supporting water protection. The kit was translated into Spanish, and will soon be available in Korean, Vietnamese and Cantonese. To kick-start the effort, community-based organizations have been hired as subcontractors under the main contract to initiate and implement local cleanups.

The contractor has also involved numerous retailers in the effort to spread campaign messages to consumers. Tip cards, "shelf talkers" and posters were made available at Petco, Kragen, Home Depot and other stores, and retail staff was trained to educate consumers on pollution prevention. Additionally, the contractor is staffing more than one dozen major fairs and festivals in the greater LA area to spread the word to thousands of residents in culturally and ethnically diverse areas of LA County.

In addition to community involvement, SWRCB is also overseeing the creation of numerous school education projects to help school districts and municipalities educate the area's one million K-12 students on the importance of curbing polluted runoff. An interactive education tool designed for grades 4-6 is under development, and will allow students to study runoff on their campuses and participate in community and in-school activities designed to promote key environmental messages. This project, which features a training component, will be coordinated in connection with ongoing AB 1548 work. Additional educational tools include the creation of an interactive watershed exhibit at the Cabrillo Museum in San Pedro; and an after school program that will utilize components of the service-learning tool.

The campaign is expected to conclude in the late spring of 2005 with completion of the school education tools, and a major distribution of all campaign communications tools to municipalities, schools, civic and watershed groups statewide.

What's New in Your World?

Meeting Date: September 16, 2004 Phone: 916-327-7333
Contact Person: Laurie Monserrat
Agency: OEHHA
Address: 1001 I Street, Sacramento, CA 95812

Completed the redesign and launch of the JCEC web site: www.jceckids.org

What's New in Your World?

Meeting Date: September 16, 2004 Phone: (818) 553-7256
Contact Person: Janice Sindoni
Agency: The Walt Disney Company
Address: 500 South Buena Vista Street
Burbank, CA 91521

Jiminy Cricket's Environmentality Challenge 2005
2005 mailing to teachers and program supporters to go out this week (September 13-17)

Please note: all teachers needed to re-enroll for this year's program. A letter was sent out at the end of last year to encourage teachers to re-sign up; we are also sending an additional reminder letter to teachers previously enrolled in the program who have not yet signed up for 2005. Please help us by getting the word out to your education contacts and let me know if you would like me to send you additional materials. **The deadline to sign up for this year's program is October 31, 2004.**

We will be having a JCEC booth at both the CSTA and CRA conferences in San Jose this fall. At CSTA, we were fortunate to be able to acquire the booth space directly next to the CEEIN booth. If you are attending either conference and would be able to volunteer to help staff the JCEC booth at point, your assistance would be greatly appreciated. Please contact me if you are interested.

What's New in Your World?

Meeting Date: September 16, 2004 Phone: 916-653-6132
Contact Person: Bobbie Winn
Agency: Dept. Fish & Game/ Aquatic Education
Address: 1416 Ninth Street, Room 117
Sacramento, CA 95814

Preparations for the American River Salmon Festival and the Festival Schools Day are in full force. Schools Day will be October 8 and the festival is October 9-10, 2004. Schools Day events will be held at 4 different sites. Each site will provide approximately 200, 4th grade, Sacramento County students with educational experiences. Plan to attend the Festival activities 10-4 on the 9th & 10th it is a fun event which activities at Nimbus Hatchery & Lake Natoma. www.SalmonFestival.net

DFG and Aquatic WILD will assist with a weekend training program California 4-H WHEP (Wildlife Habitat Evaluation Program). This event will be held Oct. 15-17, at Yosemite Bug, in the Mariposa area. Materials provided at this training are appropriate for use outside of the 4-H program. The program works well for both non-formal and formal educators.

Fall 2004 is filled with a slate of workshops for school districts. Last year the inventory supply of *Project WILD K-12* guides was depleted therefore, workshops will focus on the *Aquatic WILD* program and in some cases add either the *Taking Action* or the *High School Science and Civics: Sustaining Wildlife guides*.

What's New in Your World?

Meeting Date: September 16, 2004 Phone: 916-341-6771
Contact Person: Joanne Vorhies
Agency: CIWMB
Address: 1001 I Street, Sacramento, CA 95812

SEE Program

The School Energy Efficiency Program (SEE) is in the final stages of meeting its two original goals of (1) educating teachers, students, and local communities on energy efficiency and (2) improving public education facilities through the education of facility operators & administrators regarding the benefits of energy efficient operation retrofits and practices. To date, the SEE Program has seen most of the projects related to these goals come to successful completion in the 55 school districts in the Central Valley.

SEE staff will be involved with Migrant Center Events to be held in the next month at the following locations:

September 16, 2004	Merced Migrant Family Housing Center (Merced County)
September 29, 2004	Maldonado Plaza Migrant Housing Center (Fresno County)
September 30, 2004	Westley Migrant Family Housing Center (Stanislaus County)
October 8, 2004	North Shafter Migrant Center (Kern County)

These events will bring together CA Department of Forestry and Fire Protection and CA Conservation Corps to provide information and educational activities that support an understanding of how the presence of trees can affect energy efficiency in buildings.

SB 373 (School DEEL Program)

Our Unified Education Strategy (UES) and Environmental Ambassador Pilot Program grantees spent the last school year planning and developing environmental curriculum in Phase 1 of the School DEEL pilot programs. Plans were solidified this summer as the UES grantees participated in a four day professional development institute where they discussed model plans to integrate the curriculum into their classes and were provided tools necessary to implement the various programs. As we enter into Phase 2 of these pilots, the grantees will continue implementation of these expanded programs and will evaluate the successes and lessons learned throughout the course of this school year. The results of these evaluations will culminate in a progress report due to the Legislature next summer.